

1.0 Administration 1.07F WIC Coordinator

Effective Date: 02/25/2014

LOCAL AGENCY WIC COORDINATOR

GENERAL DESCRIPTION

The WIC Coordinator serves as the agency representative who administers, plans, trains, implements, executes and evaluates WIC policies throughout the local agency and acts as the primary contact for all WIC communications with the MDCH/WIC Division.

Examples of Work

Overall Program Management

- Assess local WIC program's needs and clients' health and nutrition status. Use information collected to improve WIC services.
- Assure timely distribution and full implementation of policies and procedures in the WIC Policy, MI-WIC Manuals and other State communications.
- Assure that Civil Rights and Nondiscrimination/Equal Opportunity policies are practiced with respect to hiring of staff, annually training staff, and treatment of clients.
- Regularly communicate with agency WIC Division Consultant regarding WIC services and needs.
- Communicate with key agency and community leaders to assure access to and participation in local WIC services.
- Institute quality assurance measures within the program to assure quality and consistency of services.
- Assure that WIC computer reports/system are utilized for program evaluation, quality assurance, needs assessment, coordination/ integration, and other management purposes.
- Assure timely completion and submission of plans, reports and surveys (as requested) to MDCH/WIC.
- Assure breastfeeding education, promotion and support activities are developed and implemented, coordinating with other community breastfeeding programs.
- Document and complete complaint/compliance procedures.
- Assure required or necessary training of WIC staff.

Fiscal Management

- Monitor WIC caseload to sustain an average of 97% of assigned base caseload and request caseload adjustment to reflect community needs.
- Assure compliance with the Comprehensive Planning and Budget Contract or WIC Agreement.
- Assist in planning annual budget, tracking monthly fiscal expenditures and revising budgets as needed.
- Assure all local USDA WIC expenses claimed are allowable according to WIC policy.

- Monitor security and issuance of WIC EBT cards.
- Assure that local agency equipment inventory is accurately maintained.

Program Planning and Evaluation

- Conduct periodic assessment of local WIC program needs for planning purposes.
- Develop, implement and evaluate annual WIC objectives in the Nutrition Services Plan.
- Assist with MDCH/WIC Management Evaluation/Accreditation process, citations, plans, assessment and implementation.

Data Collection

- Assure WIC staff correctly issue WIC benefits and enter certification and nutrition education information into MI-WIC.
- Assure health screening staff utilize state-approved screening techniques and nutrition assessment equipment is properly maintained.
- Assure all CPA staff are adequately trained and regularly monitored for risk assignment, nutrition education, food package issuance, referral procedures, documentation, and maintenance of client confidentiality.
- Assure the security of the computer hardware and WIC data.

Nutrition Education and Breastfeeding Promotion and Support

- Assure that nutrition and breastfeeding services are adequately represented and addressed by having regular and frequent communications with the Nutrition Education and Breastfeeding Coordinators (if different from the WIC Coordinator).
- Assure all nutrition and breastfeeding services are provided by competent staff and that staff vacancies are filled as quickly as possible with equally qualified staff.
- Assure staff consistency in documentation of nutrition and breastfeeding counseling and education, referrals, literature provided, etc.

Program Outreach

- Develop an outreach plan that increases awareness of WIC services in the community.
- Monitor progress/effectiveness of outreach plan.
- Review and/or revise the outreach plan annually.
- Coordinate services with other providers and community members that serve the low income population.
- Announce the availability of WIC services to the public annually, using media that will reach potential clients in the Local Agency service area.

Vendor Management

- Assist MDCH/WIC in Vendor management and training activities for the vendors in the Local Agency area.
- Assure that a vendor and client complaint reporting procedure is in place.

Integration and Coordination with Other Local Providers

- Assure the collection and maintenance of referral information and procedures from WIC to other agency staff, health care providers, other food and nutrition and non-health related community resources.
- Outreach to community resources and to WIC-eligible populations, especially pregnant women, homeless and migrant individuals or families.
- Promote the use of Michigan Department of Community Health/WIC Program nutrition standards and protocols by health care providers within the agency and community.
- Participate in community coalitions, task forces, advisory committees that affect services to WIC-eligible families.
- Participate in local public health agency needs assessments by sharing demographic, nutrition, and breastfeeding data.
- Provide leadership for assuring nutrition services are available to WIC clients through the coordination and integration of MCH programs (i.e. Maternal Infant Health Program/MIHP, Hearing and Vision, Immunization, Family Planning, Medicaid/MI-child Enrollment, Children's Special Health Care Services.)
- Assure all integrated services meet mutual goals of participating programs.
- Assure compliance with WIC confidentiality policies.

Other Responsibilities

The following are required activities within the WIC Program. It is recommended that the person designated as WIC Coordinator be responsible for these activities, as allowed by Agency Personnel system and policies.

- Assist in recruitment, hiring and training of WIC staff, with outreach to members of special population groups.
- Supervise, direct and evaluate the performance of staff working in WIC, including volunteers and interns. If the WIC Coordinator does not directly supervise all staff, he/she must communicate performance issues to the direct supervisor for resolution.
- Establish position descriptions that clearly delineate responsibilities.

Suggested Qualifications

At a minimum, the Coordinator must have a four-year degree. It is highly recommended that the Coordinator be a nutrition/health professional. It is strongly recommended that the degree be in a health related profession such as dietetics, nutrition, or nursing.

It is recommended that the Coordinator have coursework, training and/or experience in:

- Business or management background, to include personnel management,
- Program planning and evaluation, budgeting,
- Computer word processing and spreadsheet development/ maintenance,
- Community/public health, outreach and program coordination.

The position/personnel title "WIC Coordinator" is not required at the local level.